11-13-84

1975

Rich Camisa

I (Y-T-D) done
JAN - August 1984 PLUS annual 1979 - 1983

Print only the Top 25 packs for each catory
- TOTAL INDUSTRY
- 8 • TOTAL MKTD LOW TAR
- 8 • TOTAL 100's

II Jan-Aug 84 RJC
done
- • Top 5 brands in each of our 91 mkts
- • Show share and share change
- • Jan-Aug 84 vs Jan Aug 83

III Show share, (Rank on) share change and S.D.I. (Jan-Aug 84)
- • each 91 mkt
- • each Region

For each of these groups:

Done
1) Marl Lights X X
2) Marl 100's X X
3) " Red X X
4) " Men X X
5) Total brand X X

Nancy
11/14/84

2042090188

Source: https://www.industrydocuments.ucsf.edu/docs/hgwm0004